

2014 Promotional Programs

	Registration	Promotion Period	Mail Class / Processing Category	Discount Calculation	Incentive Code Active Period (eDoc Characteristic Type)	
Branded Color Mobile Technology	Dec 15 , 2013 – March 31, 2014	Feb 1- March 31, 2014	FCM SM (R/N) / Letters & Flats	% off at Postage Statement line level (Total Discount column)	Feb 1- March 31, 2014	CP
Earned Value Reply Mail	February 15 – March 31, 2014	April 1- June 30, 2014	FCM SM (R/N)	Credit (Subtract Earned Value Credit value from Total Postage All Parts)	Redemption start: August 1	RR
Premium Advertising ²	February 15 – June 30, 2014	April 1- June 30, 2014	FCM / Letters & Flats	% off at Postage Statement line level (Total Discount column)	April 1-June 30, 2014	AD
Mail and Digital Personalization ³	March 15 – June 30, 2014	May 1- June 30, 2014	FCM SM (R/N) / Letters & Flats	% off at Postage Statement line level (Total Discount column)	May 1- June 30, 2014	MI
Emerging Technology (Near Field Communications) ³	June 15 - September 30, 2014	August 1- September 30, 2014	SM (R/N) / Letters & Flats	% off at Postage Statement line level (Total Discount column)	August 1-September 30, 2014	ME
Color in First-Class Mail Transactions Promotion ⁵	June 15 – December 31, 2014	August 1 – December 31, 2014	FCM Letters	% off at Postage Statement line level (Total Discount column)	August 1 – December 31, 2014.	CP
Mail Drives Mobile Commerce ^{3, 4}	September 15 - December 31, 2014	November 1 - December 31, 2014	SM (R/N) / Letters & Flats	% off at Postage Statement line level (Total Discount column)	November 1 - December 31, 2014	MI

¹ Credits earned for qualifying First-Class Mail Business Reply Mail and Courtesy Reply Mail enclosures. Earned Value credits can be redeemed for mailings that are First-Class and Standard Mail. Requires mailing to be Full-Service compliant. No auto enrollment through electronic files.

² Open to customers who mailed \$6 million or more in Standard Mail letter revenue from October 1, 2012 through September 20, 2013. Mail service providers are not eligible to participate. No auto enrollment through electronic files.

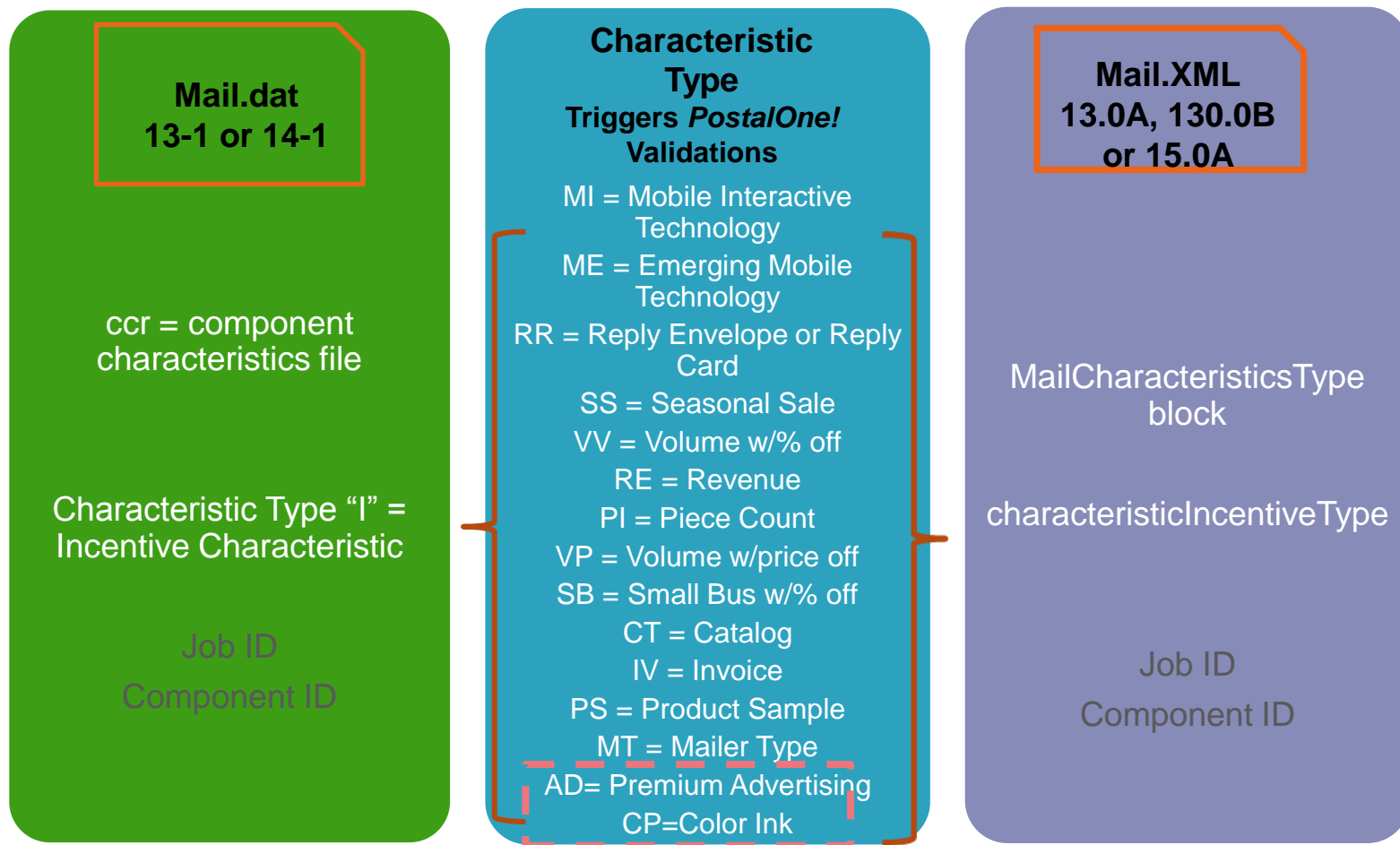
³ Mobile Barcode promotion same functionality as previous mobile barcode promotions.

⁴ Mailers who meet Priority Mail Fulfillment threshold (0.5%) will receive an additional 1% rebate on the mailpiece postage paid during the Promotion Fulfillment Period (November 3– January 15, 2015).

⁵ FCM letters auto/presort sent in Full-Service mailings. Residual pieces paying single-piece price that are part of an automation mailing may also qualify for the discount

Mail.dat .ccr or Mail.XML MailCharacteristicsType block

must be submitted in the electronic file to claim incentive on postage statement



Postage calculation and discount type

No structural statement changes for PS Form 3600FCM and 3602R/N

- First-Class Mail (Cards and Letters)
- Standard Mail (Letters, Marketing Parcels)

➤ **Four discount structures functional for all eDoc methods**

1. Discount columns on postage statements support % off subtotal at the individual line level
 - Branded Color Mobile Technology
 - Premium Advertising
 - Mail and Digital Personalization
 - Emerging Technology (Near Field Communications)
 - Color in First-Class Mail Transactions Promotion
 - Mail Drives Mobile Commerce
2. Discount columns on postage statements support flat amount off piece price at the individual line level
3. Flat dollar amount subtracted from total postage amount
 - Earned Value
4. Extra Service Fee Waiver (not anticipated for 2014)
 - Picture Permit Imprint